"Why Viceroy? Because I'd never smoke a boring cigarette."


Enjoy Viceroy flavor—now in a bold new pack.

Viceroy. Where excitement is now a taste.
MEDICINE

A

mERICANS used to think of cancer as one of those roll-of-the-dice diseases mysterious, unpredictable, and, if your number came up, unavoidably fatal. But recently, they have been learning something new and, in a sense, far more frightening about cancer. In the vast majority of cases, cancer may be a man-made disease.

To judge from newspapers, magazines and television, even the simple acts of eating, drinking, breathing and touching may expose Americans to some possible cause of cancer. Women have been warned not to eat bacon and ham because it may produce cancer of the vagina. Several of the nation's major sources of water have been found to contain an industrial chemical that causes cancer in laboratory rats. Polyvinyl chloride (PVC), a plastic used in food wrapping, is also under suspicion. Some housewives began to shun bacon and ham after they were told that these products contain dangerous chemicals. Most startling of all was the disclosure last November (Newsweek, Dec. 15, 1975) that cancer deaths for the year 1975 seem to have jumped by a staggering 5 percent.

Small wonder, then, that many scientific experts have begun to regard the environment—everything we come into contact with—as a far more significant source of cancer than aberrant cellular mutation. Even if the headlines tend sometimes to overstate the case, there seems little doubt that the new research on the environment and cancer in man—with special emphasis on the possible roles of diet, drugs, radiation and the workplace—will take its place among the other great challenges to modern medicine. For one thing, the environment is an area in which some of the most recent discoveries in basic science can be turned to practical advantage. For another, the question is whether testing in animals is often in direct conflict, with different agencies setting different standards for regulating suspect chemicals.

Most experts agree on the need for a law that would mandate testing of all new chemicals and drugs for toxicity—ideally, the tendency to cause cancer—before, not after, they enter the environment. "If you wait till people are hit by the epidemic," says the NCI's Dr. Umberto Schiffetti, "it's too late." Such a bill has lain before Congress for five years, and, as far as Congress is concerned, it's been hit by the epidemic. The Environmental Protection Agency, the National Institute for Occupational Safety and Health, the Occupational Safety and Health Administration and the U.S. Food and Drug Administration. Not surprisingly, their responses not only overlap but are often in direct conflict, with different agencies setting different standards for regulating suspect chemicals.

The scientists, like Dr. Samuel S. Epstein, an environmental toxicologist at Case Western Reserve University Medical School, think that the past two to three decades have witnessed a phenomenon unique in the history of man—the introduction into the universe of millions of toxic agents which are newly recognized as responsible for adverse public-health effects. Epstein notes that cancer rates have nearly tripled since 1900 partly because of increased life expectancy, partly because of better diagnostic techniques, and that they have gone up 1 percent a year since 1940. In the vast majority of cases, cancer may be a man-made disease.

In recent years, the search for cancer-causing substances in the environment has sparked a welter of controversy, involving environmentalists, industry, and the scientists themselves. Even the experts disagree somewhat on what substances are hazardous and what ought to be done about them when they are found. Of more than 1,400 chemicals, drugs, and household pollutants now suspected of causing cancer—mostly on the basis of animal tests—only about 28 are now widely held to be carcinogenic to man.

For the scientists, there are two major problems in uncovering cancer-causing substances. The first is the long "latent" period—often twenty to thirty years—between the beginning of exposure to a carcinogenic substance and the appearance of malignant disease. In addition, scientists find themselves in disagreement on how big a dose of a substance is enough to trigger cancer. Some scientists point out that almost nothing, including sugar and salt, will cause trouble if given in a large enough dose. Most regulations are based on the idea that there is a "threshold" of exposure below which there is no risk. But many experts insist there is no such thing as a safe level. "There is no threshold," says Epstein.

The second and equally controversial question is whether testing in animals is a reliable indicator of what a substance will do to man. The amount of a substance required to cause cancer in an animal may not realistically reflect the amount that humans will be exposed to. To buttoclogist Epstein insists that animal results are applicable to man. "Information in tests from well-designed, valid animal systems," he says, "constitutes very strong evidence for a cancer hazard in humans."

Some manufacturers have been suspected of hiding or falsifying test results indicating a cancer hazard. Last week, Newsweek learned, the EPA and the Department of Health, Education and Welfare were thinking of taking action against several corporations and commercial testing labs for just such fraud. The agencies are also planning to look into conflict-of-interest charges in
Food: In an affluent society, the better fed may be worse off (continued)

<table>
<thead>
<tr>
<th>Substances</th>
<th>Environment (FACTORIES)</th>
<th>Cancers They May Cause</th>
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<tbody>
<tr>
<td>Arsenic</td>
<td>Mining and smelting industries</td>
<td>Skin, lung, liver</td>
</tr>
<tr>
<td>Asbestos</td>
<td>Brake linings, construction sites, insulations, powerhouses</td>
<td>Lung, pleura, peritonum</td>
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<td>Benzene</td>
<td>Solvents, oils, refineries, insecticides</td>
<td>Bone marrow</td>
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<td>Benzo(a)pyrene</td>
<td>Rubber making, dyestuffs</td>
<td>Bladder</td>
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<tr>
<td>Coal-combustion products</td>
<td>Steel mills, petrochemical industry, asphalt, coal tar</td>
<td>Lung, bladder, scrotum</td>
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<td>Nickel compounds</td>
<td>Metal industry, alloys</td>
<td>Lung, nasal sinuses</td>
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<td>Radiation</td>
<td>Ultraviolet rays from the sun, medical therapy</td>
<td>Bone marrow, skin, thyroid</td>
</tr>
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<td>Synthetic estrogens</td>
<td>Drugs</td>
<td>Vagina, cervix, uterus</td>
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<td>Tobacco smoke</td>
<td>Cigarettes, pipes, cigars</td>
<td>Lung, bladder, mouth, esophagus, pharynx, larynx</td>
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<tr>
<td>Vinyl chloride</td>
<td>Plastic industry</td>
<td>Liver, brain</td>
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Cancer of the breast, as well as the prostate, ovary, and uterus, is prevalent in most Western countries and may also be related to heavy fat intake. Breast cancer has been linked to overnutrition in women, and fats have been found to promote breast cancer in mice.

**Cancer and the Environment: Ten Top Suspects**

**Substances**

| ARSENIC | Mining and smelting industries |
| ASBESTOS | Brake linings, construction sites, insulations, powerhouses |
| BENZENE | Solvents, oils, refineries, insecticides |
| BENZO(a)PYRENE | Rubber making, dyestuffs |
| COAL-COMBUSTION PRODUCTS | Steel mills, petrochemical industry, asphalt, coal tar |
| NICKEL COMPOUNDS | Metal industry, alloys |
| RADIATION | Ultraviolet rays from the sun, medical therapy |
| SYNTHETIC ESTROGENS | Drugs |
| TOBACCO SMOKE | Cigarettes, pipes, cigars |
| VINYL CHLORIDE | Plastic industry |

**Where Found**

| Skin, lung, liver |
| Lung, pleura, peritonum |
| Bone marrow |
| Bladder |
| Lung, bladder, scrotum |
| Lung, nasal sinuses |
| Bone marrow, skin, thyroid |
| Vagina, cervix, uterus |
| Lung, bladder, mouth, esophagus, pharynx, larynx |
| Liver, brain |

**Cancers They May Cause**

**Watch list:** In a world full of possible carcinogens, some substances have been identified as particularly dangerous.

**January 26, 1976**

**MEDICINE**

2. DRUGS

Many epidemiologists are more concerned about the cancer potential posed by drugs than they are about food additives, because drugs are taken in relatively large doses. A certain cancer risk, in some cases, may be outweighed by the necessity of the disorder the drug is designed to treat, so physicians must balance the benefits against the risk. One of the most disturbing links between medicine and cancer was the discovery in 1971 that the daughters of women who took the synthetic estrogen diethylstilbestrol (DES) in early pregnancy were susceptible to an often fatal genital cancer (box, page 66).

DES was given to thousands of women in the post-War years, and the theory that it would prevent miscarriage. Much later, Dr. Arthur L. Herbst and his colleagues at Massachusetts General Hospital encountered seven young women with a genital adenocarcinoma, a disease that is not only rare, but had almost never before been found in a woman under the age of 50. Checking the medical histories, the doctors found that all their patients' mothers had used DES in pregnancy. Since that initial report, more than 250 similar cases have been documented.

More recently, several studies have suggested that the use of estrogens by middle-aged women to alleviate symptoms of the menopause increases their risk of active cancer. Researchers at the University of Washington reported that the risk of cancer was nearly five times higher among women who took the hormones than among those who didn't. A major unanswered question is whether the birth-control pill—taken by 10 million U.S. women—increases cancer risk. In experimental animals, estrogens, which are a constituent of the pill, have been found to promote breast cancer in mice.
I It was not until Patti and Marilyn recovered sufficiently to rejoin their families that they knew how close they had been to death. They were just two of thousands of other women who had been exposed to DES during pregnancy.

For Grace Malloy, childbirth did not come easily. Although her first daughter was born in 1946 without complications, a subsequent pregnancy ended in miscarriage. When she discovered she was pregnant again in 1951, she was told that DES was prescribed for women who took the pill before having their first child, as a precaution against the possible development of breast tumors in the future. The risk of lymphoma or cancer in pregnant women was less than 1 in 100,000.

Despite the reassurance, the Malloys continued to wait—like thousands of other couples in similar circumstances. The drug, methotrexate, was being prescribed for the treatment of severe psoriasis.

3. RADIATION

There is no question that X-rays and similar forms of radiation can cause leukemia and other forms of cancer in children and young adults. This is a well-known fact, and parents of young children who live in areas with high levels of radiation are well aware of the risks.

In the past, there have been some reports of increased incidences of cancer in children who were exposed to radiation during their mother's pregnancy. However, these reports are not supported by scientific evidence, and it is important to remember that most of these cases were due to other factors, such as genetic predispositions or environmental exposures.

The key point to remember is that while there are some risks associated with radiation exposure, the risks are generally low and can be managed with proper precautions.

4. THE WORKPLACE

This is a list of substances that threaten Americans in the workplace and are helpful in preventing cancer. The substances, which are used in paints, cause a variety of cancers and are associated with a higher cancer risk.

A recent study found that women who worked in the paint industry had a higher risk of breast cancer than women who did not. The study also found that women who worked in the paint industry had a higher risk of lung cancer than women who did not.

Many of the occupational carcinogens that have been shown to cause breast cancer are also linked to an increased risk of lung cancer. For example, a study published in the Journal of the National Cancer Institute found that women who worked in the paint industry had a higher risk of lung cancer than women who did not.

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The way we handle paper, you'd think it was money

Copier paper that isn't made and handled just right can make your copier run all wrong. At Hammermill, we've been making and handling copier paper just right for over 20 years. (And making more of it than any other mill in the world.)

We give our Hammermill Xerocopy and Electrocopy just the right combination of strength, finish and moisture content to keep them running trouble-free. We trim them to extremely close tolerances so no off-size paper can jam up the works.

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**Letters**

with many of the so-called "bouncy ones." I witnessed the triumph—400 people marching down Forty Street hand-in-hand and not a single reprimand from anyone, including the police—and the defeats like the June demonstration described in your article.

I would like to make an additional comment on that incident. The demonstration was an act authorized by minor city officials. The officials first refused to sanction any protest but later were coerced into giving their full approval. I have no doubt that the KGB had a hand in this. Why? What better opportunity could there have been to round up 1,200 people, many of whom had no steady employment and had given understand for fear of being branded "social parasites" and had only witnessed the triumph—200 people marching authorized by minor city officials. The officials first refused to sanction any protest and had gone underground for fear of being branded "social parasites" and had only surfaced to participate in the demonstration. Of course, in many people not knowing this story, the explanation that "we gave no authorization" appears to be a sound, law-abiding retort. This pernicious act by the authorities led to a weakening of the movement, and it never regained the momentum of that summer of 1971.

EUGENIO M. LOBO
Chicago, Ill.

**Affirmative Action**

Milton Friedman's column (BUSINESS, Dec. 20) decrying bureaucratic interference with academic via affirmative-action plans sounds silly. As if he protests the fact that the government is trying to make honest men out of university administrators. It would seem obvious that if universities and businesses would clean their own houses and eliminate patterns of discrimination against minorities and women, then there would be no need for them to suffer the attacks of big-government Frankensteins that Mr. Friedman so deplores.

BOB TAYLOR
President, Boston Branch, National Organization for Women

Boston, Mass.

**Unearned Diplomas**

After reading "Closing the Open Door" (EDUCATION, Dec. 20), I feel it is an absolute waste of money and of professors' time to attempt thousands of students to the City University of New York who are nowhere near eighth-grade proficiency in basic skills. To give out high-school diplomas to individuals who can't read or write at the eighth-grade level is to make a mockery of our educational system. Admitting these individuals to college and spending $30 million on remedial programs to improve their performance so they can begin college-level work is ridiculous. No wonder New York City is going broke. This is social engineering at its worst.

JEAN CHILDERS
Florissant, Mo.

**Crib Death**

In your excellent article on the sudden infant death syndrome as described in NEN (December, Jan. 5), you correctly pointed out that a 19-month-old child is suffering from the pain. The best treatment for this grief is the immediate diagnosis of SIDS as the cause of death and reassurance to the parents that nothing

**Letters**

they did could have prevented this tragedy. Because families usually do not receive this benefit or, if they do, it is delayed for weeks or months, a law mandating such procedures was passed in California in 1974. The law requires (1) immediate autopsy in all suspected SIDS deaths; (2) if the results of the autopsy show SIDS, the coroner must immediately notify the health department; (3) if the health department must immediately notify the family and explain SIDS to them. The results of this law have been quite encouraging. I would recommend that other states adopt similar legislation.

NORMAN LEWAK, M.D.
Alameda, Calif.

**Mexican Travel Boycott**

Your Dec. 22 issue (NEWSWEEK) reports that the Life Insurance Marketing and Research Association has canceled a convention scheduled to be held in Mexico. We have no objections to the media on this subject.

BURRIDGE W. HURST
President, Life Insurance Marketing and Research Association
Hartford, Conn.

Letters excerpts are from your Dec. 22 issue. Letters to the Editor, with the writer's name and address, should be sent to Letters Editor, Newsweek, 444 Madison Avenue, New York, N.Y. 10022. Letters are subject to editing for reasons of space and clarity.

Subscription Service

**Arthritis sufferers: are you cheating yourselves?**

You probably have arthritis or you wouldn't be reading this. And if you do, you want all the pain reliever you can get. But if you are not using Anacin, the chances are four out of five you can get more help with every tablet than you are getting now. Anacin gives you twenty-three percent more pain reliever/anti-inflammatory medication than Bayer, twenty-three percent more than Bufferin, twenty-three percent more than aspirin tablets.

Anacin works quickly to relieve minor arthritis pain and then its effects last for hours. Soon you feel like yourself again; you enjoy more freedom of movement without pain. Yet millions take Anacin without stomach upset.

Don't cheat yourself. Get more pain reliever/anti-inflammatory medication with Anacin.

**A child like Josi needs your love**

Little Josi in far away Brazil really likes the idea of going to school. When she was only four years old, a letter from her mother to Josi's sponsor said:

"Baby spends her time with a school bag and books under her arms and goes around saying she is going to school."

But without help, Josi's happy dreams of school might never come true.

Josi lives in a crowded slum. Her home has no windows. Their water must be carried from a public pump.

Josi's father works hauling fruit and vegetables. He earns a very meager income. And for a child like Josi, going to school may be only a dream.

But Josi has a chance. She has a sponsor and is enrolled in a Family Helper Project of the Christian Children's Fund. She now receives food, clothing and medical care. With your help, Josi is ready for school. She'll receive help with school fees, uniforms and supplies.

Many other needy children may never have a chance for a better life unless someone cares enough to help.

Through the Christian Children's Fund, you can sponsor a child for $15 a month. Please fill out the coupon and send it with your first monthly payment.

You'll receive the child's name, address, photograph and description of the project. You are encouraged to write the child and your letters will be translated. Children unable to write are assisted by family members or staff workers.

Won't you help a needy child through this project?

Sponsors urgently needed in Brazil, India, Guatemala, Indonesia and the Philippines.

**Anacin joins anti-inflammatory medications.**
Foreman walking his lion: 'A lot of hate'

**Sports**

_Foreman, Burning Bright_

"There was a time," said George Foreman, "when I felt I didn't need boxing anymore. But I was only fooling myself. I was like a man who tried being without food. I needed the punching and the sweat and the training..."

Foreman has been an elusive figure since he lost his title to Ali fifteen months ago in Zaire. The defeat shattered his image of himself, pulled him apart from old friends and advisers and made him question why he had ever faced a pair of boxing gloves at 19, Foreman had escaped a Houston ghetto to win an Olympic gold medal, only five years later, in 1973, he publicized Joe Frazier to become world champion. In between, he survived a painful divorce and a gang of fast-food operators who claimed to own a piece of him.

The experience turned Foreman into an aloof and moody champion. He often mumbled nonsense in interviews, but everybody understood him when he talked about the "magic" in his fists—until Ali countered with his own "rope-a-dope" technique. By the eighth round, with Foreman near exhaustion, Ali sprang off the ropes and dropped the champ for his first loss in 41 pro bouts.

Firing Line: It was a humiliating defeat and Foreman reacted by making wild excuses and eventually firing Dick Sadler, Archie Moore and Sandy Saddler, the cornermen who had taken him to the top. "I thought I was invincible," he says today. "So did they. Wind me up and watch me smash a guy. But I figured if something went wrong in the ring, they'd tell me how to change my tactics. I kept punching Ali because they told me to. They told me sooner or later he'd fall like everybody else. They were wrong.

I got so tired I could hardly stand," Foreman left Zaire confused and alone—and for weeks he'd lie awake at night and relive the knockout. "Finally I had no more self-pity in me," he said. "The way the world's going, I figured I had to keep hustling." With nobody in his corner to advise him, Foreman got himself hustled into a pathetic side show on television against a succession of five no-account chumps. He battered all of them, but most spectators ridiculed the carnival atmosphere of the event and laughed at George, not with him. "I was disgusted with what happened," Foreman recalled. "I thought I knew best how to deal with myself. I realized then I had a need for someone to respect, someone to look after me and show me how to get my title back."

Foreman justified that need by hiring Gil Clancy, a shrewd veteran trainer from New York, and agreeing to follow Clancy's regimen. He then took the advice of former football star Jim Brown and hooked up with TV executive Jerry Forenchich, who packaged the first Ali-Frazier fight. Forenchich got Caesars Palace to put up the money for the Lyle fight, and Foreman has since come out of hiding again, listening carefully to Clancy's instructions in the gym.

"Short, keep 'em short," barked Clancy—and George snapped a neat foot-long jab at his sparring partner. Moments later, the husky-voiced trainer ordered: "Don't walk..."—and George shifted his weight to the balls of his feet. Clancy spied out more commands and Foreman responded with such terrifying quickness and power that it was hard to imagine him ever losing. "I want him to shorten his punches and use ring tactics," said Clancy. "He needs to bomb away, but no more. He'll set up a guy with that strong left jab of his and wait for the opportunity to put him away."

Exciting: The workout finished, Foreman sat on the apron of the ring and studied the pleasures of his game. "There isn't nothing like being in the corner, and the trainer is whispering in your ear and another guy is putting in your mouthpiece," he said. "Five seconds to go, then boom! The bell. It's more exciting than looking down a cliff."

Boxing has also taught the ex-champ a bitter lesson about humanity. "Now that I'm not champion," he said, "people I thought were my friends gave me by. Before I was champion, I didn't have any hate. Now there's a lot of hate in me. I don't forgive easily. I'm short with people, and I'm wary, so wary.

With Clancy: Keep 'em short—and don't walk

"The only place outside the ring where George finds happiness is his Saure ranch, surrounded by an assortment of animals, including nine German shepherds, a lion cub and a tiger cub. After his usual early dinner and a long walk, Foreman often stops to watch the tiger pacing in his cage and the lion straining against his leash. "A lion will let you look at him," said Foreman, "but a tiger isn't that way. A lion will develop a family and hunt with other lions in the jungle. A tiger is a lone-traveler by himself, hunts by himself, jumps on a place where he is. Like me, I hide out a lot, but I'm dangerous."

_Foreman_ concludes: _I smoke for only one reason._

I don't smoke a brand to be like everybody else. I smoke because I enjoy it. I smoke Winston Super King. Super King's extra length gives me an extra smooth taste that's real. Real taste— and real pleasure—are what smoking's all about. Winston is for real.

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"How I lost 980 mg. of 'tar' the first week... without losing out on taste."

"Switching to a low 'tar' cigarette is no piece of cake if you're a menthol smoker like me. There just are not many low 'tar' menthols to choose from, from that taste good.

"So I was surprised when I tasted Doral Menthol. A terrific taste, and 7 milligrams less 'tar' than my old brand. That adds up to 140 mg. less 'tar' a smoker like me. There just are not less 'tar' a pack-for me 980 mg.

In his message to Congress, Ford puts the budget as the best possible instrument to sustain the recovery. "This is not a policy of the quick fix," he says.

Ford's Go-Slow Budget

"It does not hold out the hollow promise that we can wipe out inflation and unemployment overnight. Instead, it is an honest, realistic policy—a policy that says we can steadily reduce inflation and unemployment if we maintain a prudent, balanced approach."

"Switching to a low 'tar' cigarette..."
Zen and Zap

Producer-director Harold Prince refuses to play it safe. Unlike other Broadway big shots, you don't find him maiming old Mames or dolling up old Dollys. In Pacific Overtures, this Prince-errant practically goes to the ends of the earth to create a new challenge for himself. "Pacific Overtures" is an audacious attempt to create a musical play by mixing American sensibility and technique with those of Japan—specifically the ancient Kabuki theater. When 28-year-old John Weidman showed Prince a play he'd written about the opening of Japan to the West in 1853 by Commodore Matthew Perry, the immaculate staging has a buoyancy and stylishness he's never reached before. Using the armature of the Kabuki theater—the reciter narrating the story, on-stage musicians accenting the action, an all-male cast playing both sexes—he accomplishes a remarkable technical feat in grafting Broadway rhythm onto Kabuki cadences. It was one thing for the well-matched Prince and Sondheim to explore the anxieties and fantasies of the urban upper-middlebrow world in "Company" and "Follies." It's quite another for them to dramatize the crucial moment of metamorphosis in an alien culture—and through the eyes of that culture. The first act is an almost total success as Prince and Sondheim blend Zen and zap to show the impact of Perry's visit on a Japan that has cut itself off from the world for more than 200 years.

Barbarians: Sondheim's first song evokes this floating world whose inhabitants know that "Gods are crumbling somewhere / Machines are rumbling somewhere / Not here." Aronson's airy, gliding screens erupt into the threatening masses of Perry's black ships: ocean-going dragons whose eyes smolder like the furnaces of the Industrial Revolution come to bedevil these rice-planting doll people. In a hilarious council of state, the scared shogun is plied with sagacious advice and poisoned chrysanthemum tea by his smilingly officidal mother. Practicality rears its sinuous head as a madam and her girls prepare to meet the barbarians with erotic virtuosity. The triumphant Perry celebrates with the Kabuki Lion Dance, which Patricia Birch turns into a sukiyaki of steps including soft-shoe and Uncle Sam cakewalk.

But in the second act a fuzzy seriousness starts to erode this synthesis of wit and warmth. And the finale is a high-kicking lecture on the evils of Westernized Japan with its transistorized culture and polluted air. Ah, poor little Nippon, you might still be floating happily among the pearls and prawns of the Pacific if we corrupt Western finks hadn't gunboated you into the modern world. This didactic bathos brings "Pacific Overtures" to a stumbling close, exposing a streak of cultural sentimentality that's been kept in abeyance for most of the evening by sheer theatrical creativity. But that creativity can't be gainsaid. It produces as brilliant a first act as you'll see in any musical and a show that volup-tuates with invention and sheer beauty. The all-Oriental cast is led by Mako, who plays the reciter, the ill-fated shogun and others; Haruki Fujimoto, who plays Commodore Perry; and Isao Sato as a shabby-genteel samurai who rises by his wits in the sudden collision of East and West. Willing and eager to challenge himself, Prince is challenging the Broadway audience with a cast that is starless but nearly flawless.

Arrival of the black ships: Ocean-going dragons come to bedevil the Japanese sensibilities of Prince and Sondheim to explore the anxieties and fantasies of the urban upper-middlebrow world in "Company" and "Follies." It's quite another for them to dramatize the crucial moment of metamorphosis in an alien culture—and through the eyes of that culture. The first act is an almost total success as Prince and Sondheim blend Zen and zap to show the impact of Perry's visit on a Japan that has cut itself off from the world for more than 200 years.

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Twelve Year Effort Ends With Unprecedented Flavor In Low Tar Smoke.

New ‘Enriched Flavor’ discovery for 9 mg tar MERIT achieves taste of cigarettes having 60% more tar.

The greatest challenge to cigarette-makers in the last two decades has been how to make a low tar cigarette that wasn’t “low” in taste. It seemed impossible. Until now.

After twelve long, hard, often frustrating years, Philip Morris has developed the way to do it. The cigarette is called MERIT. It delivers only 9 mg of tar. One of the lowest tar levels in smoking today. Yet MERIT delivers astonishing flavor.

If you’re looking to become a low tar smoker, or don’t particularly enjoy the taste of the low tar brand you smoke now—you’ll be interested.

Low Tar, Good Taste: Filters Fall Short

Like most everyone else, we tried to design special “low tar, good taste” filters. Special filters that would somehow allow taste through but not tar.

Like others, we experienced the same general kind of results: the lower the tar, the lower the taste.

So for flavor, we concentrated on the business end of smoking. The tobacco end. And decided if we wanted more flavor to come through, we’d just have to find a way to start with more.

Smoke Cracked: ‘Enriched Flavor’ Discovery

So we began an exhaustive research program in cigarette smoke analysis and the ingredients that actually comprise cigarette taste.

By using a very sensitive instrument called an Analytical Fractometer, we were able to “crack” cigarette smoke down into its various ingredients.

We found there are over 2000 separate ingredients in smoke. Each was isolated and analyzed, one by one. What we discovered was startling: there are ingredients in tobacco—“key” basic flavor units—that deliver taste way out of proportion to tar.

Breakthrough. By fortifying tobacco with these natural flavor essentials, we’re now able to pack flavor—extraordinary flavor—into a cigarette without the usual increase in tar.

The discovery is called ‘Enriched Flavor’. It’s extra flavor. Flavor that can’t burn out, can’t fade out, can’t do anything but come through for you.

Taste-Tested By People Like You

9 mg tar MERIT was taste-tested against five current leading low tar cigarette brands ranging from 11 mg to 15 mg tar.

Thousands of smokers were involved. Smokers of filter cigarettes like yourself, all tested at home.

The results were conclusive: Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new ‘Enriched Flavor’ MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg to 15 mg menthol brands, 9 mg tar MERIT MENTHOL performed strongly, too, delivering as much—or more—taste than the higher tar brands tested.

You’ve been smoking “low tar, good taste” claims long enough.

Philip Morris Inc. 1976